5

Docket No.: A-6686

ABSTRACT

The invention can be viewed as a system for providing media with a rental extension option to a user via an interactive media services client device coupled to a programmable media services server device. A method of the preferred embodiment of the present invention includes receiving user input identifying a media rental having a defined rental access duration, receiving user input requesting that the access duration be extended, and extending the time period during which the user has access to the media rental.